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(72) Inventors: **Christian Alexander Martine**, Austin, TX (US); **Robert Oliver Burns Zeldin**, Los Altos, CA (US); **Dinkar Jain**, Menlo Park, CA (US); **Jurgen Anne Francois Marie Van Gael**, Cambridge (GB); **Anand Sumatilal Bhalgat**, Mountain View, CA (US); **Tianshi Gao**, Fremont, CA (US)

(57) **ABSTRACT**

A system predicts user intent to take an action and delivers content items to the user that match that intent. A plurality of features or attributes for each tracking pixel in a set of tracking pixels can be acquired based on content items and landing pages associated with each tracking pixel. For example, features for a tracking pixel can be determined based on information associated with a content item that enabled a user to access a landing page from which the tracking pixel was fired or triggered. In this example, features for the tracking pixel can also be determined based on information associated with the landing page. The features for the tracking pixels can be utilized to train a machine learning model. The machine learning model can be trained to predict whether or not a particular user intends to produce a conversion (e.g., make a purchase).

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